

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method, comprising:
inserting a live broadcast-related trigger code into a live broadcast program while the live broadcast program is being broadcast, the trigger code corresponding to web content, the web content relating to content of the broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program;
~~broadcasting the broadcast program~~;
detecting the trigger code while the live broadcast program is being broadcast;
and
automatically displaying a website having the web content upon detection of the trigger code, wherein the website is displayed simultaneously while the live broadcast program is being broadcast.
2. (Currently Amended) The method of claim 1, wherein the inserting of the trigger code into the broadcast program comprises inserting the trigger code into content of the live broadcast program, the trigger code is based on a predetermined criteria specific to the live broadcast program.
3. (Currently Amended) The method of claim 1, wherein the trigger code comprises an audio trigger, ~~wherein the audio trigger comprises~~ having the audio tone sequences.

4. (Currently Amended) The method of claim 1, wherein the trigger code comprises a video trigger, ~~wherein the video trigger comprises~~ having the audio tone sequences and the video motion sequences.
5. (Currently Amended) A method, comprising:
providing web content relating to a live broadcast program while the live broadcast program is being broadcast;
providing a trigger event for a web device in the form of
a live broadcast-related trigger code associated with the web content,
wherein the trigger code is inserted into the live broadcast program, the trigger code corresponding to the web content, the web content relating to content of the live broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program; and
causing the web device, located sufficiently close to a receiving device to detect the trigger code when emitted by the receiving device while the live broadcast program is being broadcast, to automatically retrieve and present the web content simultaneously with the presentation of the live broadcast program by the receiving device by displaying a website having the web content.
6. (Original) The method of claim 5, wherein the web device comprises a web tablet.
7. (Original) The method of claim 5, wherein the web device comprises a computer system.
8. (Original) The method of claim 5, wherein the receiving device comprises a television.

9. (Currently Amended) A method, comprising:
- monitoring an output of a receiving device, that is receiving and presenting a live broadcast program, for a trigger in the form of a live broadcast-related trigger code that is inserted into the live broadcast program, the trigger code corresponding to web content, the web content relating to content of the live broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program;
- detecting the trigger code while the live broadcast program is being broadcast;
- in response to detecting the trigger code, determining a uniform resource locator (URL) of a website having web content associated with the trigger code in the live broadcast program; and
- synchronizing the web content to the live broadcast program without the need for user action by automatically retrieving and presenting the web content simultaneously while the live broadcast program is being broadcast by displaying a website having the web content.
10. (Previously Presented) The method of claim 9, wherein the presenting of the web content comprises diversified presentation of the web content based on a predetermined criteria comprising time-based diversification and location-based diversification.
11. (Original) The method of claim 9, further comprising terminating the presentation of the web content based on the predetermined criteria.

12. (Currently Amended) A ~~device interaction~~ system, comprising:
- an insertion module to insert a live broadcast-related trigger code into a live broadcast program while the live broadcast program is being broadcast, the trigger code corresponding to web content, the web content relating to content of the live broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program;
 - a broadcasting station to broadcast the live broadcast program;
 - a receiver to detect the trigger code while the live broadcast program is being broadcast; and
 - a web device to automatically display a website having the web content upon detection of the trigger code, wherein the website is displayed simultaneously while the live broadcast program is being broadcast.
13. (Cancelled)
14. (Currently Amended) The device interaction system of claim 12, wherein the broadcasting station comprises one or more of ~~the following~~: a television network, a radio network, a cable provider/operator, a local broadcaster, a satellite system provider, and a content recorder.
15. (Currently Amended) The device interaction system of claim 12, wherein the receiver is further to receive the live broadcast program having the trigger code.
16. (Currently Amended) The device interaction system of claim 12, wherein the receiver comprises one or more of ~~the following~~: a set top box, a satellite dish, a television, a radio, a computer, a ~~CD~~ Compact Disk (CD) player, a cassette player, and a ~~DVD~~ Digital Video Disk (DVD) player.

Claims 17-22 (Cancelled)

23. (Currently Amended) ~~A~~ An article of manufacture comprising a machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, which when executed, ~~by a processor,~~ cause the ~~processor a machine~~ to:

insert a live broadcast-related trigger code into a live broadcast program while the live broadcast program is being broadcast, the trigger code corresponding to web content, the web content relating to content of the live broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program;

~~broadcast the broadcast program;~~

detect the trigger code while the live broadcast program is being broadcast; and automatically display a website having the web content upon detection of the trigger code, wherein the website is displayed simultaneously while the live broadcast program is being broadcast.

24. (Currently Amended) The ~~machine-readable medium~~ article of manufacture of claim 23, wherein the trigger code comprises an audio trigger, ~~wherein the audio trigger comprises~~ having the audio tone sequences.
25. (Currently Amended) The ~~machine-readable medium~~ article of manufacture of claim 23, wherein the code comprises a video trigger, ~~wherein the video trigger comprises~~ having the audio tone sequences and the video motion sequences.

Claims 26-30 (Cancelled)